

20  
HATSFIRA  
JERUSALEM

*Q1 2026*

[www.20hatsfira.com](http://www.20hatsfira.com)

# INTRODUCTION

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20 Hatsfira stands as a masterpiece of elegance and modernity, nestled in the golden Jerusalem light, in the historic German Colony.

Where timeless traditions meet contemporary design, this new residential project offers an unparalleled living experience in one of the city's most prestigious neighborhoods. With its seamless blend of sophisticated architecture, curated amenities and the serene charm of Jerusalem, 20 Hatsfira redefines the art of luxury living. The building's façade, combining Jerusalem stone and sculpted steel, blends effortlessly with the architectural style of the neighborhood, creating a residence that embodies elegance and harmony.

Residents will enjoy a lifestyle that includes the exclusivity of a private sanctuary and the comforts of modern living with the vibrancy of a city rich in culture and history.

*20 Hatsfira is the ultimate expression of refined aesthetics, crafted for those who seek the extraordinary in every moment.*





## UNIQUE LOCATION

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Located in the prestigious western part of Jerusalem, near the vibrant neighborhoods of Baka and Katamon, German Colony offers an unparalleled prime location. Established in 1873 by German Templers, German Colony, is one of Jerusalem's most charming and historically rich neighborhoods.

Its picturesque streets and unique architectural style make it a standout destination.

The area features distinctive 19th-century European-style architecture with stone houses, red-tiled roofs, and lush gardens, the German Colony offers a unique living experience.

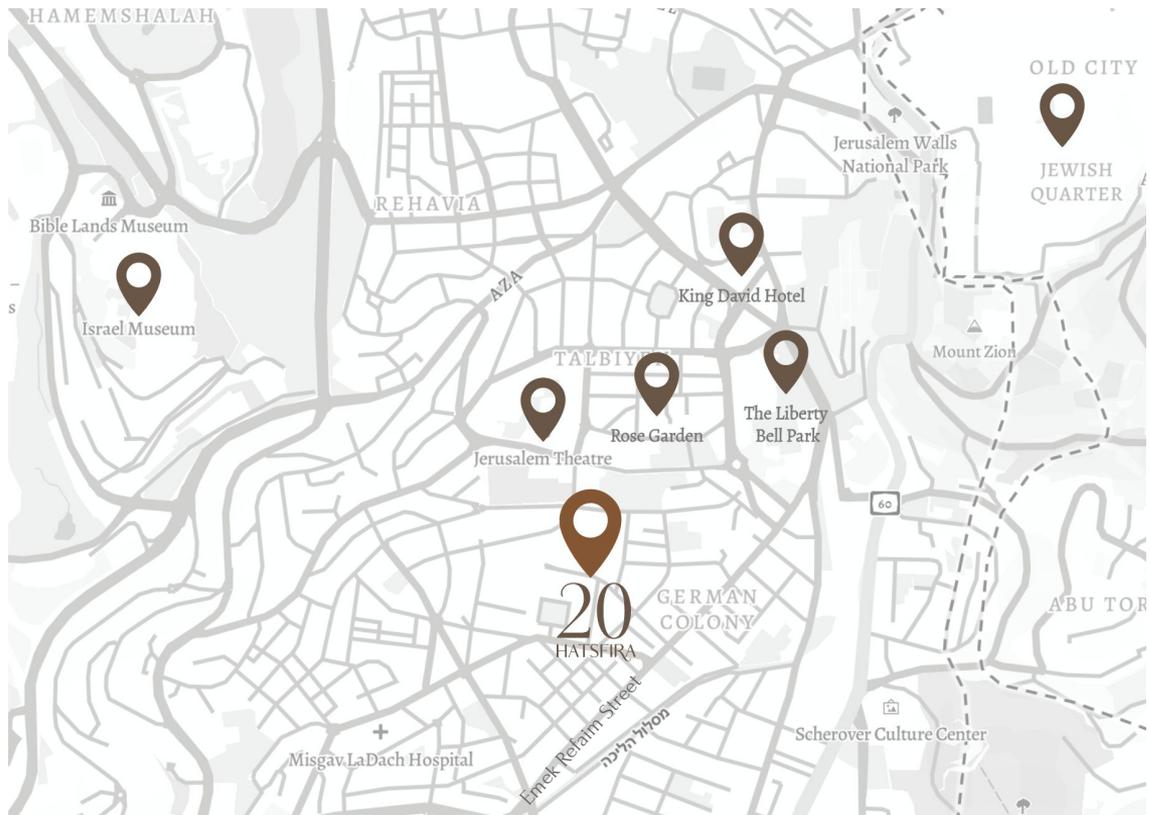
At its heart, Emek Refaim Street serves as the central thoroughfare, bustling with popular cafés, restaurants, and boutiques.

Hatsfira Street, situated within this vibrant community, is surrounded by major landmarks such as the Jerusalem Theatre, Mamilla, the Western Wall, the Old City, and the Israel Museum.

The unique position of 20 Hatsfira in the German Colony, one of the most prestigious neighborhoods in Jerusalem, ensures its status as one of the city's most coveted locations

# UNIQUE LOCATION

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# BUILDING OVERVIEW

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## 20 HATSFIRA

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The project consists of two buildings of five stories each, with a total of 31 apartments. All residences share a common lobby and come with dedicated parking facilities. The building's unique façade is a combination of the highest quality materials including concrete, sculpted Jerusalem stone in various sizes, and beautiful bay windows to emphasize its vertical uniqueness.

Each floor has a different layout and surface area, with every apartment offering a unique design. All apartments are spacious and luminous, crafted with meticulous attention to detail and lifestyle.

The project is designed to accommodate a wide range of requests, offering tailored living spaces ranging from 40 to 335 square meters (430 sq.ft to 3 605 sq.ft) to meet all personal preferences.

All upper-floor apartments are designed with a balcony while those on the ground floor benefit from a private garden.

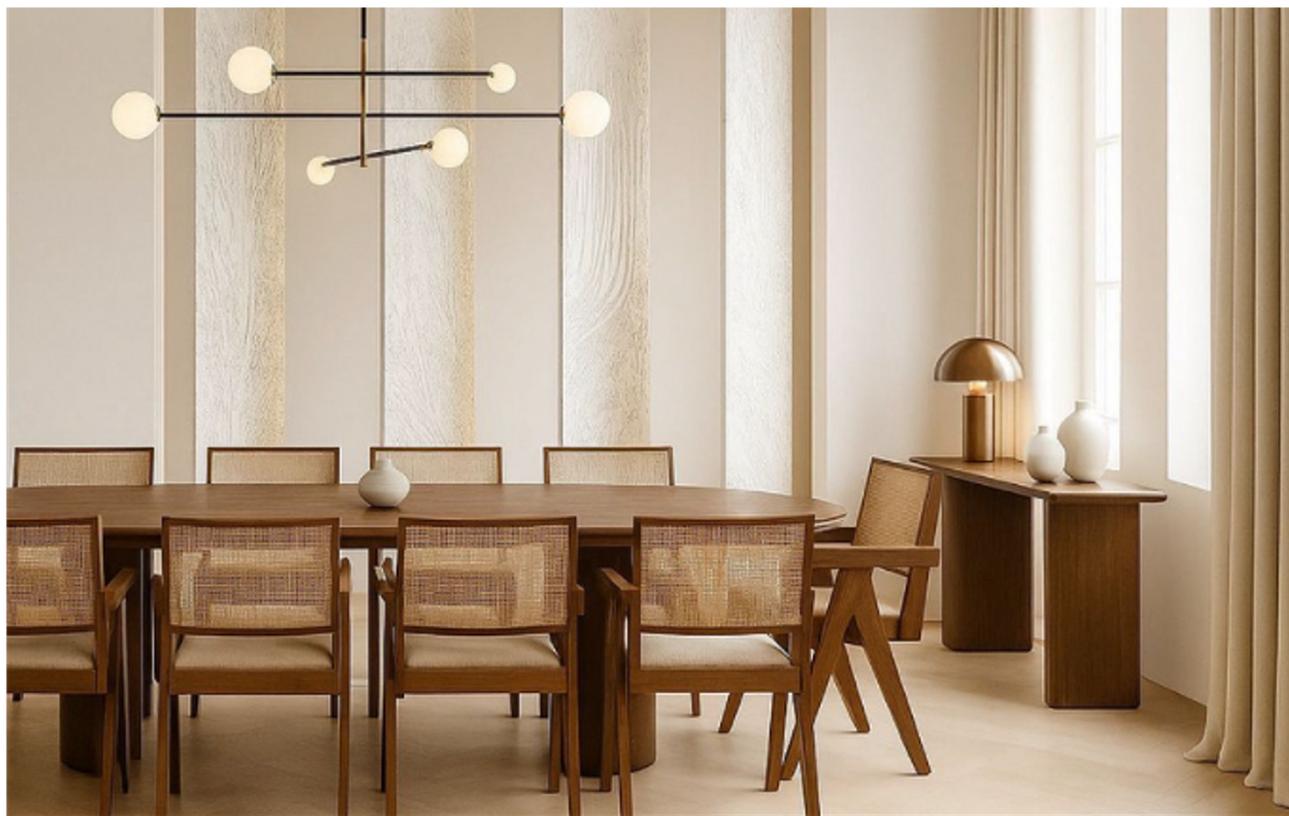
The four upper penthouses each have a surface area ranging from 270 to 335 square meters (2 906 sq.ft to 3 605 sq.ft), all featuring exclusive rooftop terraces and private pools.





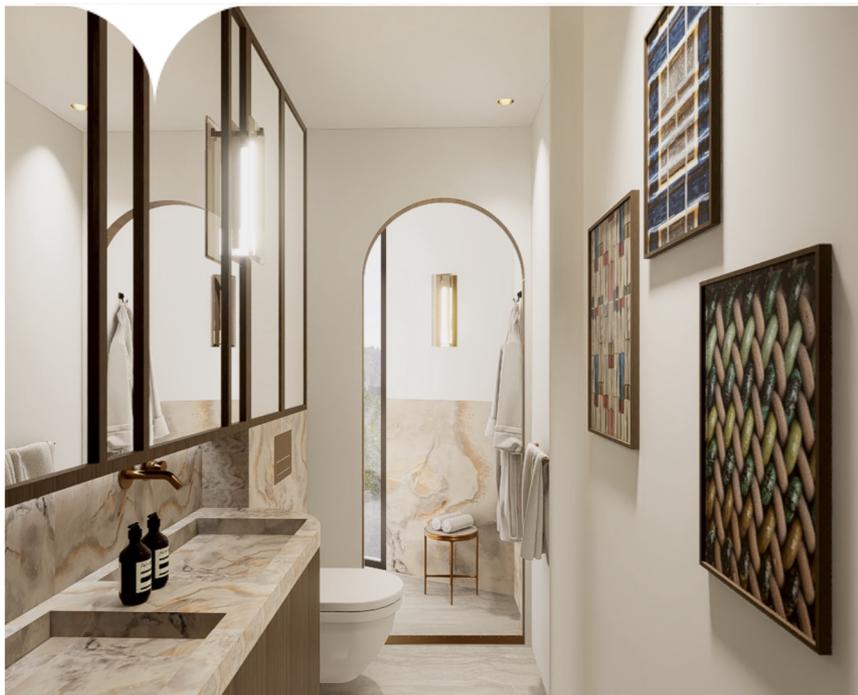
## 20 HATSFIRA

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## 20 HATSFIRA

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# AMENITIES

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20 Hatsfira offers an unparalleled living experience, where every detail has been thoughtfully designed to embody luxury, comfort, and exclusivity. From the meticulously crafted interiors to the exceptional amenities, residents will enjoy a lifestyle that goes beyond expectations. Imagine a space where the ultimate luxury is the feeling of coming home.

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- **Elegant Lobby:** A beautifully designed entrance lobby with refined finishes, offering a warm and sophisticated welcome.
- **24/7 Residence Security:** Comprehensive security ensuring peace of mind and privacy for all residents.
- **Indoor Parking:** Secure and spacious parking facilities for residents and guests.
- **Private Storage:** Exclusive storage spaces offering convenience and discretion.
- **Wine Cellar:** A temperature-controlled wine cellar, providing the perfect setting for curated collections and private tastings.
- **Sukkah:** A designated shared Sukkah within the building.

## APARTMENTS OVERVIEW

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20 Hatsfira offers four distinct apartment types, each thoughtfully designed to provide a true sense of home. With meticulous attention to detail and a refined design approach, every residence embodies comfort, elegance, and timeless sophistication.

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FLOOR 0	FLOOR 1-2	FLOOR 3	FLOOR 4 to 6
The Garden.	The City.	The Signature.	The Penthouse.
55 to 70 sqm <i>(592 to 753 sq.ft)</i>	40 to 95 sqm <i>(430 to 1 022 sq.ft)</i>	130 to 165 sqm <i>(1 399 to 1 776 sq.ft)</i>	270 to 335 sqm <i>(2 906 to 3 605 sq.ft)</i>
2 bedrooms	2 bedrooms	3 bedrooms	4 bedrooms
1.5 bathrooms	1.5 bathrooms	2.5 bathrooms	4.5 bathrooms
Garden 60 sqm (645 sq.ft)	Balcony	Balcony (with private Sukkah)	Balcony
			Terrace (with private Sukkah)
			100 sqm <i>(1 076 sq.ft)</i> rooftop with private roof pool & kitchen
			Private entrance



# PROJECT TEAM

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# ARCHITECTS

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**Spector Amisar Architects**, is a renowned Jerusalem-based architectural firm with over 40 years of experience, is leading the architecture for 20 Hatsfira.

Known for their client-focused and contextually inspired approach, the firm excels in crafting innovative solutions that seamlessly integrate functionality, sustainability, and the historical essence of their surroundings. With expertise spanning residential, healthcare, education, hospitality, and urban development, Spector Amisar Architects brings a deep understanding of Jerusalem's architectural heritage to this high-end project. Guided by a senior professional to ensure the highest standards, their multidisciplinary team is uniquely positioned to realize the vision for 20 Hatsfira—an elegant, minimalist space that reflects the rich cultural narrative of its location.





## INTERIOR DESIGN

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**Iconique Design** is an international interior design studio with offices in Dubai and Paris, founded by interior designer Adriana Schor – who initially began her career in finance and real estate development. Having been raised between France and the United States, Adriana has acquired a rich and diverse cultural education; her worldly nature inspires and fuels her creativity. For more than fifteen years, Adriana has completed luxurious private residences, high-end hospitality and commercial projects across continents. Her studio comprises interior architects and designers, F&B, retail and hospitality specialists all with an eye to create beautiful experiences, memorable spaces and longlasting success for her clients.

Not only limited to the design process, Iconique specialises in concept development, creative direction, business plan and project budgeting all the way through to project management and delivery – the end result is a bespoke experience and product for each client.







# TEAM

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## C-HOTELS

The Sianes family, brings over 30 years of experience in real estate development and hospitality. As the proprietors and operators of the successful C Hotel chain, with hotels located across Israel, they have honed their expertise in creating exceptional spaces and delivering unparalleled experiences.

Their accomplishments in hospitality have provided them with a deep understanding of quality, innovation, and attention to detail skills they seamlessly apply to real estate development.

With a proven track record of delivering high-quality projects in prestigious locations like North Tel Aviv and Florentin, their portfolio includes residential developments, commercial centers, convention halls, and income-generating assets such as hotels and office buildings. With a legacy of excellence and a proven track record, they continue to redefine modern living, setting a new standards for quality and innovation in real estate.

## PEARL COHEN

Barak Bing has over 20 years of experience in real estate transactions, including residential projects, working with both Israeli and international clients. He specializes in asset improvement, planning and construction procedures, and managing projects to enhance financial performance and profitability. His expertise includes drafting and negotiating agreements, improving assets through planning and development, and collaborating with banks, insurers, and government bodies. Barak's work also extends to high-value refinancing and comprehensive management of assets, making him a trusted advisor for residential and large-scale real estate ventures.

## CO-DEVELOPERS

The Gaon family bring extensive expertise in real estate, highlighted by the development and management of three luxurious five-star hotels, renowned for their exceptional quality and design. Alongside their hospitality ventures, they have successfully delivered numerous high-end residential buildings in Geneva, reflecting a commitment to creating refined and functional living spaces. In Israel, they played a significant role in strategic development projects, transforming regions like the Negev and Be'er Sheva into thriving, modern areas. Their contributions underscore a proven ability to lead large-scale initiatives, balancing innovation, sustainability, and urban growth.

With a strong track record in luxury real estate and ambitious developments, they are uniquely positioned to deliver landmark residential projects in Jerusalem, merging tradition with modernity in one of the city's most sought-after locations.

# FACTSHEET

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## BUILDING OVERVIEW

- Two elegant five floors building located in the German Colony
- A collection of 31 apartments, including exceptional penthouses with private pools.
- 40 parking spots

## AMENITIES

- Elegant Lobby
- 24-hour Residence Security
- Indoor Parking
- Private Storage
- Wine Cellar
- Common Sukkah

## DESIGN TEAM

- Architect: **Spector Amisar Architect**
- Interior Design: **Iconique Design**

## FACADE

- Jerusalem Stone
- Reinforced aluminum
- Wrought iron
- High-quality glass
- Sound insulation
- Humidity protected



## DISCLAIMER

The 3D renderings, images, and visualizations displayed on this website are for illustrative purposes only and do not form part of any offer or warranty. The renderings are intended to provide a general impression of the project and the apartments.

The final specifications, layouts, finishes, and all binding details shall be determined solely by the purchase agreement executed between the parties and the plans approved by the relevant authorities.

The Company reserves the right to make reasonable modifications to the project as may be required by planning requirements, building permits, or applicable regulations.

# 20 HATSFIRA

JERUSALEM

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